CBS MEMORANDUM

FROM: David Fuchs
TO: MR. SALANT
DATE: February 28, 1972

Fast Evening Nielsens for February 14-20:

Evening News
Monday-Friday

	Rating	Share
CBS	15.2	28
NBC	13.2	24
ABC	9.8	19

Saturday

CBS	12.8	25
NBC	9.4	18

Misunderstanding China (Sun, Feb 20, 6-7pm)	12.8	27
Sun, Feb 20, China Coverage		
CBS (9:30-10:55; 11:10-11:30)	14.1	23
NBC (10:00-11:30)	19.2	32
CBS Sunday News 10:55-11:10	9.7	17

Note: Nielsen shows 191 stations carrying the China coverage but only 131 carrying the Sunday News. We are checking on the reasons for this. Lead-in ratings to Feb 20 China coverage: CBS 18.0 rating, 27 share; NBC 22.2 rating, 33 share.

cc: Messrs. Leonard, Manning, Bensley, Socolow, Greenberg, Benjamin, Drasnin, Hewitt, Wolff, Byrne, Beck